

**Amendments to the Claims:**

This listing of the claims will replace all prior versions, and listings, of the claims in the application:

**Listing of Claims:**

1 - 9. (Cancelled)

10. (Currently Amended) A method for serving an advertisement on a World Wide Web site ~~to be viewed by a user~~, the method comprising:

~~serving a brand component associated with a sponsor on a first Web page;~~  
~~serving a first Web page to each of a plurality of users, the first Web page~~  
~~including a small form of [[an]] the advertisement associated with said sponsor on a~~  
~~second Web page; and~~

~~serving a second Web page to each of the plurality of users, the second Web page~~  
~~including a large form of [[said]] the advertisement, associated with said sponsor on a~~  
~~third Web page; and~~

~~serving, for a fixed period of time, a fourth Web page requesting confirmation of~~  
~~a viewing by a user of at least one of said brand component, said small form of said~~  
~~advertisement, and said large form of said advertisement wherein the large form of the~~  
~~advertisement (i) has dimensions larger than the small form and (ii) has similar shape and~~  
~~proportions as the small form.~~

11-12. (Cancelled)

13. (Currently Amended) The method of claim 10, further comprising:

providing an indication of an opportunity to view said large form of said advertisement to [[the]] each user; and

receiving an indication of a willingness to view said large form of said advertisement from [[the]] each user.

14-19. (Cancelled)

20. (Currently Amended) The method of claim 10, wherein said large form of said advertisement is scrolled on the ~~third~~ second Web page.

21. (Cancelled)

22. (Currently Amended) A system for serving an advertisement on a World Wide Web site ~~to be viewed by a user~~, the system[[,]]comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

~~serve a brand component associated with a sponsor in a first Web page;~~

~~serve a first Web page to each of a plurality of users, the first Web page including a small form of [[an]] the advertisement associated with said sponsor in a second Web page; and~~

~~serve a second Web page to each of the plurality of users, the second Web page including a large form of [[said]] the advertisement, associated with said sponsor in a third Web page, and~~

~~serve, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement wherein the large form of the advertisement (i) has dimensions larger than the small form and (ii) has similar shape and proportions as the small form.~~

23. (Currently Amended) A tangible computer readable storage medium for use in a server hosting a World Wide Web site, the computer readable storage medium including instructions for:

~~providing a brand component associated with a sponsor in a first web page;~~

providing serving a first Web page to each of a plurality of users, the first Web page including a small form of an advertisement associated with said sponsor in a second web page; and

providing serving a second Web page to each of the plurality of users, the second Web page including a large form of [[said]] the advertisement, associated with said sponsor in a third web page;

providing, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement; and

serving each of the brand component, the small form of the advertisement, the large form of the advertisement, and the confirmation of the web site wherein the large form of the advertisement (i) has dimensions larger than the small form and (ii) has similar shape and proportions as the small form.

24-27. (Cancelled)

28. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

    serving a first Web page having a brand component associated with a sponsor; and

    serving a second Web page having a first form of an advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software.

29-31. (Cancelled)

32. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

    serving a first Web page having a first form of an advertisement associated with a sponsor; and

serving a second Web page having a second form of said advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software.

33-34. (Cancelled)

35. (Withdrawn) The method of claim 32, wherein said first Web page is configured so that it is displayed full screen when it is displayed on a user device.

36. (Cancelled)

37. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a brand component associated with a sponsor; and  
serving a second window having a first form of an advertisement associated with said sponsor, wherein the second window is sized based on the first form of the advertisement and wherein the second window has a fixed size.

38-40. (Cancelled)

41. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a first form of an advertisement associated with a sponsor; and  
serving a second window having a second form of said advertisement associated with said sponsor, wherein the second window is sized based on the first form of the advertisement and wherein the second window has a fixed size.

42-43. (Cancelled)

44. (Withdrawn) The method of claim 41, wherein said first window is configured to be displayed full screen when it is displayed on a user device.

45. (Withdrawn) The method of claim 41, wherein said second window is configured to be displayed full screen when it is displayed on a user device.

46-55. (Cancelled)

56. (Currently Amended) The method of claim 10, wherein ~~at least one of the following occurs: one or more of [[said]] a~~ brand component, ~~is served for a fixed period of time;~~ said small form of said advertisement, ~~is served or a fixed period of time;~~ and said large form of said advertisement is served for a fixed period of time.

57. (Currently Amended) The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of [[said]] a brand component, said small form of said advertisement, and said large form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.